

NETMANAGEMENT®

Whitepaper

Advertising and Customer Loyalty at the SmartPOS / SoftPOS Terminal

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English

Introduction

The point of sale has evolved beyond a mere transaction point. Modern SmartPOS and SoftPOS terminals now merge payment acceptance with dynamic advertising opportunities and sophisticated customer loyalty programs. This transformation elevates the POS terminal from a simple payment device to a powerful marketing and customer engagement tool. This whitepaper explores the multifaceted potential of SmartPOS terminals, with a particular emphasis on their capabilities in advertising and loyalty integration.

SmartPOS: Beyond Payment Acceptance

A SoftPOS or SmartPOS terminal is primarily designed for cashless payment acceptance. However, thanks to intuitive interfaces, app integration, and network connectivity, these devices serve far beyond the basic transactional function.

Their close proximity to the customer at the point of payment provides unique opportunities for targeted advertising and interactive loyalty experiences.

Customer focus during the payment moment renders the SmartPOS terminal a high-impact advertising medium. The customer's attention is undivided, creating an optimal environment for brand engagement.

Screen Advertising During and After Transactions

One of the defining features of SmartPOS terminals is their forward-facing screen, directly aligned with the customer's line of sight.

This configuration permits advertising throughout various stages of the transaction:

- ✓ **During the payment process:** Brand or product messages can be subtly integrated into loading or transition screens.
- ✓ **Receipt display:** Promotions, new product announcements, or loyalty incentives can be elegantly embedded.
- ✓ **Screensaver and idle display:** In periods of inactivity, the terminal can act as a digital advertising panel.

Further details and implementation examples can be found at <https://lidX.io>

The Splash Screen as a Staff Engagement Tool

The benefits of SmartPOS terminals are not limited to customers. Businesses can leverage the splash or welcome screen to display motivational content for staff—messages about internal targets, team achievements, or reminders of excellence. This transforms the terminal into a tool for fostering workplace culture and morale.

Printed Receipts as Advertising Carriers

Physical receipts also present an opportunity for strategic communication. Static advertisements, time-based campaigns, or even purchase-dependent messages can be integrated into printed receipts.

Furthermore, collaborations with neighbouring retailers or business consortia can amplify reach through joint advertising efforts. Cross-promotion builds community networks and enhances brand exposure with minimal additional investment.

Digital Receipts as Interactive Marketing Platforms

Digital receipts—delivered via email, SMS, or QR code—enable dynamic advertising. Embedded links, promotional codes, or personalized offers turn every digital receipt into a direct marketing channel.

Retailers may also partner with complementary businesses to share digital advertising real estate, enhancing engagement and providing mutual customer benefits through highly personalized content.

Full Advertising Control for Merchants

Unlike external advertising platforms, SmartPOS terminals allow merchants to retain full control over advertising content, frequency, and presentation.

Moreover, by incorporating third-party advertising, retailers can generate supplementary income. These revenues can significantly offset transaction and terminal operating costs, positioning the terminal as both a marketing and cost-optimization asset.

Loyalty and Customer Retention via SmartPOS

SmartPOS terminals are particularly well-suited for implementing loyalty programs:

- ✓ **Point accumulation or digital stamp cards:** Customers can collect loyalty benefits during checkout.
- ✓ **Coupons and tailored offers:** Promotions can be customized based on purchase history or time of day.
- ✓ **On-terminal registration or login:** Loyalty programs become accessible without needing a separate app or physical card.

These features not only increase visit frequency but also generate valuable data for targeted marketing initiatives.

Loyalty Programs: Encouraging Repeat Business and Reducing Risk

Customer loyalty programs foster repeated engagement. A registered customer invested in a loyalty system is far less likely to initiate disputes or chargebacks, due to the desire to maintain a positive relationship with both the merchant and the associated benefits.

This dynamic reduces the likelihood of payment issues and enhances transactional trust.

Additional Benefits of SmartPOS Advertising

- ✓ Targeted messages based on time or purchase context (e.g., coffee in the morning, ice cream in the afternoon)
- ✓ Modular app architecture simplifies integration
- ✓ Environmentally friendly by reducing reliance on paper-based advertising
- ✓ Enhances digital brand presence directly at the POS

Advantages and Disadvantages

For Customers

Advantages:

- Relevant offers presented at the point of purchase
- Seamless access to rewards and loyalty systems
- No need for additional apps or cards

Disadvantages:

- Potential for overexposure to advertising content
- Privacy concerns if not transparently managed

For Merchants

Advantages:

- New revenue streams via advertising
- Integrated customer engagement during checkout
- Flexibility and autonomy in campaign management

Disadvantages:

- Initial setup and content curation require effort
- Technical support may be necessary for advanced features

For Acquirers and Payment Providers

Advantages:

- Enhanced product offering with marketing features
- Potential for shared ad revenue models
- Stronger client retention through added value

Disadvantages:

- Increased responsibility for system maintenance and support
- Coordination with merchants on advertising governance

Conclusion

The SmartPOS terminal transcends its role as a payment processor. It serves as a direct customer communication channel, a powerful advertising medium, and a scalable loyalty platform. In an era where personalization and customer experience are paramount, SmartPOS technology offers merchants, acquirers, and consumers alike a strategic advantage.

For those aiming to go beyond simple transactions, the SmartPOS is the gateway to meaningful engagement, operational efficiency, and enhanced loyalty.